

# beautist

natural • professional • sustainable



# SUBTIL.

SUBTIL HAS CREATED  
**HAIR BEAUTY THAT PERFECTLY COMBINES**  
THE ULTIMATE RESPECT AND PERFORMANCE.  
THIS PRECIOUS BALANCE IS CALLED

**beautist**  
natural • professional • sustainable

# natural.

**Nature is an unlimited source of benefits for our hair beauty.  
Extracting its power while preserving it is our number 1 priority.**

# high standards and naturalness at the heart of each formulation



## THE POWER OF PLANTS

Elevated naturalness  
with **92 to 99%**  
NATURAL-based ingredients

### **VEGAN\*** formulas

*\*Free from ingredients of animal origin and animal-derived ingredients.*

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## A DRASTIC FORMULATION CHARTER

We have deliberately  
**BLACKLISTED**  
some controversial ingredients  
as a precaution...

*Our integrated Research Laboratory has introduced a radical formulation charter to design Beautist*

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## MINIMALIST AND ACTIVE FORMULAS

The use of Plant extracts, plant oils, butters, vitamins, sugars, vegetable glycerin...

While guaranteeing the performance and sensoriality of the products

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## 0 SULFATE SHAMPOOS

We have created our shampoos with gentle plant-based surfactants.

*Less irritating, less drying, and less likely to cause color to fade unlike sulfate surfactants. "Zero sulfate", a consistent approach to the formulation of all our shampoos.*

---

*an organic  
French active  
ingredient  
selected for  
each segment*



Organic Cherry blossom  
from Auvergne



Organic Hazelnut  
from Auvergne



Organic Passion flower  
from Landes



Organic Rice extract  
from Camargue



Organic Calendula  
from Anjou



Organic Yuzu from Ardèche



Organic black Rose  
from France



**beautist**

**COULEUR**

SHAMPOOING  
ÉCLAT COULEUR  
COLOR SHINE SHAMPOO

ROSE NOIRE BIO  
ORGANIC BLACK ROSE



FABRICATION FRANÇAISE

**SUBTIL.**

# responsible.

**beautist** offers an expert and sustainable range.

For SUBTIL, being responsible today means integrating our long history of French production as part of our strong commitments to a more sustainable beauty.

# choosing French and European sourcing, a no brainer

*For a more local beauty...*

*Prioritizing short supply chains: our star active ingredients in each segment all come from France, while most of our other ingredients and components are from Europe to keep sourcing as close to our factory as possible.*

Beneficial active ingredients produced using organic farming methods in

## OUR FRENCH REGIONS

*Organic Calendula flower from Anjou*

*Organic Cherry blossom from Auvergne*

*Organic Passion Flower from Landes*

*Organic Black Rose from France*

*Organic Hazelnut from Auvergne*

*Organic Camargue Rice extract*

*Organic Yuzu from Ardèche*

Printed materials in the

## OCCITAN REGION

*Boxes from Carcassonne, product labels from Limoges, printed marketing materials from Toulouse and Carcassonne...*

Production in

## OUR FACTORY

*which has long been based in Lot.*





# eco- responsibility

*For a more sustainable beauty, we have chosen to use recycled and recyclable packaging, limited excess packaging and streamlined point-of-sale display materials, which are untreated and reusable*

Amber-colored packaging to protect formulas from UV light.

Labels printed with plant-based inks.

Bottles and jars made from 100% recycled and recyclable plastic and one bottle made from recyclable glass for optimum preservation of plant oils.

**Recyclable cardboard**, produced using 100% renewable energy and partly made from organic residues (Corn) and recycled fibers. **FSC-certified and GMO-free.**  
**Plant-based inks**



beautist

COULEUR

SHAMPOING  
ÉCLAT COULEUR  
COLOR SHINE SHAMPOO

ROSE NOIRE BIO  
ORGANIC BLACK ROSE



FABRICATION FRANÇAISE

SUBTIL.

beautist

COULEUR MASQUE ÉCLAT COULEUR  
COLOR SHINE MASK

ROSE NOIRE BIO  
ORGANIC BLACK ROSE



FABRICATION FRANÇAISE

SUBTIL.

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COULEUR

ÉLIXIR DOUCEUR  
ET ÉCLAT  
SOFTNESS AND SHINE ELIXIR

ROSE NOIRE BIO  
ORGANIC BLACK ROSE

FABRICATION FRANÇAISE

SUBTIL.

beautist

COULEUR  
ÉLIXIR DOUCEUR  
ET ÉCLAT  
SOFTNESS AND SHINE ELIXIR

ROSE NOIRE BIO  
ORGANIC BLACK ROSE



FABRICATION FRANÇAISE

SUBTIL.

# a transparent approach

*We tell you everything, honestly and keeping materials to a minimum, thanks to augmented reality.*

*Scan the QR code on the back of the bottle to find out what is in every product! Augmented reality means we can avoid printing so many materials, which is better for the planet!*



## GREEN PRODUCTS ON Yuka

An "Excellent" (green) score on YUKA for 100% of BEAUTIST products.

Scores between

**72 and 100/100**

### COMPOSITION

Les ingrédients essentiels à la performance et la sensorialité

UNDECANE\* : Emollient origine végétale (Coco Palm)

TRIGLYCERIN\* : Emollient origine végétale (Coco Palm)

C13-15 ALKANE\* : Emollient origine végétale (Cane à sucre)

COCO CAPRYLATE/CAPRATE\* : Emollient origine végétale (Coco)

HYDROGENATED VEGETABLE OIL\* : Huile végétale origine végétale (Palmes Coco, Tournesol)

ROSA HYBRID FLOWER EXTRACT\* : Extrait de fleur de rose BIO origine végétale

GLYCINE SOJA/SOYBEAN OIL\* : Huile de Soja origine végétale

HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL\* : Huile de Tournesol origine végétale

BEA ORELLANA BEE EXTRACT\* : Huile de Bourçou origine végétale

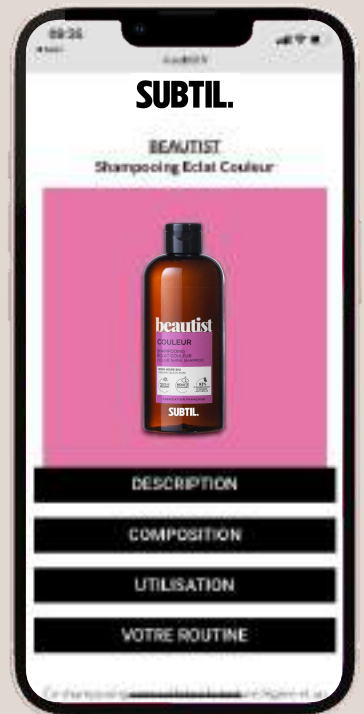
CAPRYLIC/CAPRIC TRIGLYCERIDE\* : Emollient origine végétale (Cane à sucre)

TOCOPNEROL : Vitamine E antioxydante origine végétale (Soja, Tournesol, Cane à sucre)

PARFUM (FRAGRANCE) : Parfum déodorant à produit sans alcool

\*Origine végétale et biologique.

*For each ingredient, we provide information on its function and origin*



UNE FORMULE COURTE & ESSENTIELLE qui garantit performance et sensorialité. Décryptez-la en scannant ce QR code.

A MINIMAL & ESSENTIAL FORMULA that guarantees effectiveness and sensory appeal. Scan the QR code for more details.



*Scan the QR code on the back of the bottle and you'll find out what goes into each product!*

# **professional.**

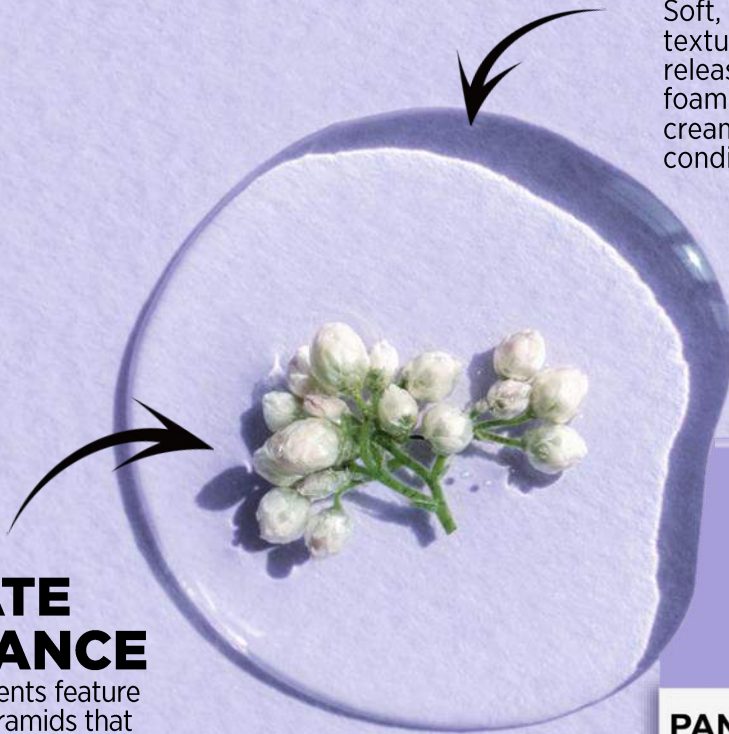
**Technical expertise, performance and pleasure lie at the heart of our development: it is vital for us to offer hair stylists and their customers reliable and effective products at a fair price.**

# *no effectiveness without pleasure*

*beautist invites you on a subtle  
journey of the senses.*

## **DELICIOUS FEEL**

Soft, shiny and luxurious textures. Our shampoos release a light, generous foam and our masks are creamy, while our conditioners sheath the hair.



## **DELICATE FRAGRANCE**

Our signature scents feature rich olfactory pyramids that evoke the original notes of each French active ingredient.

## **PASTEL VISUALS**

A pastel color palette with soft, reassuring shades inspired by nature.



***the power  
of the result***

*Strong, shiny and soft hair  
whether it needs **DAILY BEAUTY,**  
**NUTRITION, HYDRATION** or  
**VOLUME, COLOR** and **SHINE** or  
bounce when you have pretty **CURLS.***

# the range

Click on on each segment  
to find out more



## BALANCE



## COLOR SHINE



## DAILY



## VOLUME



## HYDRATION



## CURLS



## NUTRITION



MINIMUM  
**92%**  
D'INGRÉDIENTS  
D'ORIGINE NATURELLE

BEAUTÉ  
ENGAGÉE

FORMULE  
VEGAN

FABRIQUÉ  
EN  
FRANCE

FORMULES  
COURTES &  
ESSENTIELLES

PACKS RECYCLÉS  
ET/OU  
RECYCLABLES

# beautist

# an attractive and sustainable POS display

... Sourced for its benefits in terms of ecological impact and to offer sustainable decorative materials.

Untreated and recyclable displays, POS materials printed in the Occitan region, reduced paper thanks to an augmented reality catalog...

BEAUTIST POS materials have been designed with the idea of useful and adjustable decor in mind, so that it can be adapted as the range evolves and bring your shelves to life in all seasons.

The display can be adjusted by stacking the boxes however you like; the visuals are interchangeable so you can highlight the segment(s) of your choice...



# *we are proud of our commitments*

*... to offer, WITH YOU, a more essential, more responsible, more local and more demanding beauty.*

# beautist

## WE ARE COMMITTED TO

### A more *essential* beauty

Mineral formulas that combine rigorously selected ingredients and avoid the use of OGMs + IRM/ARL or controversial raw materials + Maximum transparency thanks to ingredient lists that can be decoded by scanning a QR code on each product + Products with between 92% and 99% natural-based ingredients where each active ingredient plays an essential role + VEGAN\* formulas + Paraben-free formulas

### A more *responsible* beauty

Jars and bottles made from 100% recycled and recyclable PET or glass + Labels printed with plant-based inks + Boxes breakables almost completely renewed, leaving only essential FSC-certified and CM-free packaging made from organic residues (corn) and recycled fibers, using 100% renewable energy + Marketing tools made from raw materials of European origin

### A more *local* beauty

A selection of organic active ingredients from France + All product development and manufacturing carried out in our Laboratory in the South of France + Labels and boxes produced in France + Partnerships with local printers and manufacturers in Occitania and neighboring regions

### A *higher standard* of beauty

Professional expertise nourished by 30 years of experience + A French production process that complies with rigorous standards + Zero compromise on performance and efficacy + Gentle, creamy textures with delicate fragrances for a unique sensory experience



\*All our formulas are free of animal origin and animal-derived ingredients.



# beautist

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# SUBTIL.

# appendices |

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Click on each product  
to find out more



# beautist



## **AT HOME**

**DAILY SHAMPOO**  
12ML Sachet / 100ML /  
300 ML

**DAILY DETANGLING  
CONDITIONER**  
100ML / 280ML

**DAILY BEAUTY FLUID**  
200ML

## **IN SALONS**

**DAILY SHAMPOO**  
950ML / 3000ML

**DAILY DETANGLING  
CONDITIONER**  
950ML

**DAILY BEAUTY FLUID**  
200ML



Organic Calendula from Anjou



**OLFACTORY SIGNATURE**  
Hesperidic, floral, woody

TOP NOTES: Mandarin, Aldehyde, Aqueous  
HEART NOTES: Apple, Clove, Lily Of The  
Valley, Rose  
BASE NOTES: Cedar, Ambergris



**ORGANIC CALENDULA  
FROM ANJOU**

This flower extract is known for its  
softening and purifying properties.



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# BEAUTIST

## Daily Shampoo

With Organic Calendula flower  
from Anjou

YUKA SCORE



93/100

This mild sulfate-free shampoo is specially formulated with organic Calendula to gently cleanse the hair. Hair is soft, light and easy to detangle. Its natural beauty is preserved.

**BACKBAR**

**100ML**

SB10211A31001

**950ML**

SB10211B39501

**300ML**

SB10211A33001

**3000ML**

SB10233B43001



### ORGANIC CALENDULA FROM ANJOU

This flower extract is known for its softening and purifying properties.



### 15 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

ADDITIONAL BENEFICIAL ACTIVE INGREDIENT

**GLYCERIN** a plant-based moisturizing agent



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks

Cold production

Made in France • Composed of **93%** natural-based ingredients •

**VEGAN\*** • Sulfate-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# BEAUTIST

## Daily Detangling Conditioner with Organic Calendula flower from Anjou

Powered by a 100% plant-based, French-grown conditioning agent, this gentle conditioner detangles lengths, and has been formulated specifically for daily use. Enriched with softening, purifying organic Calendula extract and hydrating vegetable glycerin, this fast-absorbing formula's lightweight texture leaves hair soft and shiny.

Apply to washed and towel-dried hair.  
Detangle hair before rinsing thoroughly.

**100ML**  
SB10238A31001  
**280ML**  
SB10238A32801

**BACKBAR**  
**950ML**  
SB10238B39501



### ORGANIC CALENDULA FROM ANJOU

This flower extract is known for its softening and purifying properties.



### 17 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

**ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS**  
**CONDITIONING AGENT** a 100% French-made and bio-sourced plant-based detangling and softening conditioner  
**GLYCERIN** a plant-based moisturizing agent

Patented **SUGAR COMPLEX**, which restores the hair's moisture levels deep down and protects the integrity of the hair fiber, plant-based (Wood and Wheat)



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks



YUKA SCORE

93/100

Made in France • Composed of **98%** natural-based ingredients •  
**VEGAN\*** • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# BEAUTIST

## Daily Beauty Fluid

With Organic Calendula flower  
from Anjou

This fluid is specially formulated to offer the necessary daily care for the beauty of all hair types. Its lightweight texture easily penetrates the hair fiber, leaving hair soft and easy to detangle.

Spray directly on the hair's mid-lengths and ends or spray on your hands and work through the hair for a more controlled application. Use on dry or towel-dried hair.  
Leave in and style as usual.

200ML  
SB10207A32001



### ORGANIC CALENDULA FROM ANJOU

This flower extract is known for its softening and purifying properties.



### 15 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

ADDITIONAL BENEFICIAL ACTIVE INGREDIENT  
**SWEET ALMOND OIL** softening, hydrating and nourishing, plant-based



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks



YUKA SCORE



100/100

Made in France • Composed of **98%** natural-based ingredients •  
**VEGAN\*** • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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[Click on each product to find out more](#)



# beautist



## AT HOME

**HYDRATING SHAMPOO**  
12ML Sachet / 100 ML / 300ML

**HYDRATING MASK**  
70ML / 250ML

**HYDRATING CREAM**  
200ML

## IN SALONS

**HYDRATING SHAMPOO**  
950ML / 3000ML

**HYDRATING MASK**  
500ML

**HYDRATING CREAM**  
200ML



Organic Cherry blossom from Auvergne



## **OLFACTORY SIGNATURE**

**Powdery, musky, fruity, floral, flower**

TOP NOTES: Peach, green notes, Apple, Blackcurrant

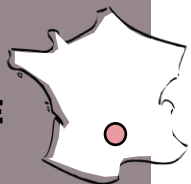
HEART NOTES: powdery notes, Jasmine, Orange Blossom, Rose, Raspberry, Violet, Almond

BASE NOTES: Vanilla, Musk, Amber, Sandalwood



## **ORGANIC CHERRY BLOSSOM FROM AUVERGNE**

Its extract is known for its hydrating and antioxidant properties.



# BEAUTIST

## Hydrating Shampoo

With Organic Cherry blossom  
from Auvergne

This mild sulfate-free shampoo contains organic Cherry blossom extract with hydrating properties, Glycerin, and a patented complex of hydrating plant-based Sugars to gently cleanse dry hair. Hair is supple and shiny, while its natural beauty is restored.

100ML  
SB10210A31001

300ML  
SB10210A33001

**BACKBAR**  
950ML  
SB10210B39501

3000ML  
SB10231B43001

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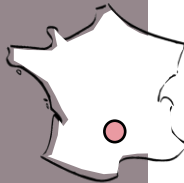
YUKA SCORE

86/100



### ORGANIC CHERRY BLOSSOM FROM AUVERGNE

Its extract is known for its hydrating and antioxidant properties.



### 18 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**GLYCERIN** a plant-based moisturizing agent  
Patented **SUGAR COMPLEX**, which restores the hair's moisture levels deep down and protects the integrity of the hair fiber, plant-based (Wood and Wheat)



### ECO-DESIGN

100% recycled and recyclable PET bottle.  
Label printed with plant-based inks

Cold production

Made in France • Composed of **92%** natural-based ingredients •  
**VEGAN\*** • Sulfate-free

\*Free from ingredients of animal origin and animal-derived ingredients



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# BEAUTIST

## Hydrating Mask

With Organic Cherry blossom  
from Auvergne

Hydrating mask for dry and sensitive hair.  
Enriched with beneficial plant-based active  
ingredients, its formula is an ideal cocktail  
to protect hair, while restoring its  
suppleness and shine.

Apply to washed and towel-dried hair.  
Leave on for 5 minutes. Rinse thoroughly.

**70ML**  
SB10213A27001

**250ML**  
SB10213A32501

**BACKBAR**

**500ML**  
SB10213B35001

YUKA SCORE

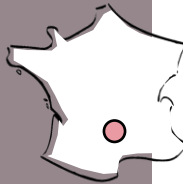


100/100



### ORGANIC CHERRY BLOSSOM FROM AUVERGNE

Its extract is known for its hydrating and  
antioxidant properties.



### 22 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**GLYCERIN** a plant-based moisturizing agent  
Patented **SUGAR COMPLEX**, which restores the hair's  
moisture levels deep down and protects the integrity of the  
hair fiber, plant-based (Wood and Wheat)



### ECO-DESIGN

100% recycled and recyclable  
PET jar.

Seal made from recycled  
aluminum  
Label printed with plant-  
based inks

Made in France • Composed of **98%** natural-based ingredients •  
**VEGAN\*** • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# BEAUTIST

## Hydrating Cream

With Organic Cherry blossom  
from Auvergne

This leave-in cream softens and hydrates dry and sensitized hair without weighing it down. A precious tool for detangling, this cream leaves hair soft and light, while restoring its natural beauty.

Spray directly on the hair's mid-lengths and ends or spray on your hands and work through the hair for a more controlled application. Use on dry or towel-dried hair.

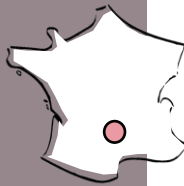
Leave in and style as usual.

200ML  
SB10217A32001



### ORGANIC CHERRY BLOSSOM FROM AUVERGNE

Its extract is known for its hydrating and antioxidant properties.



### 17 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**GLYCERIN** a plant-based moisturizing agent

**SWEET ALMOND OIL** softening, hydrating and nourishing, plant-based

**CONDITIONING AGENT** plant-based (Rapeseed and Beet)



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks.



YUKA SCORE



100/100

Made in France • Composed of **98%** natural-based ingredients •  
**VEGAN\*** • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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[Click on each product to find out more](#)



# beautist



## **AT HOME**

**NOURISHING SHAMPOO**  
12ML Sachet / 100ML / 300ML

**NOURISHING MASK**  
70ML / 250 ML

**NOURISHING CONCENTRATE**  
100ML

## **IN SALONS**

**NOURISHING SHAMPOO** 950ML / 3000ML

**NOURISHING MASK**  
500ML

**NOURISHING CONCENTRATE**  
100 ML



Organic Hazelnut from Auvergne



## **OLFACTORY SIGNATURE**

**Green gourmand**

TOP NOTES: Grapefruit, Sweet Almond, Green Hazelnut

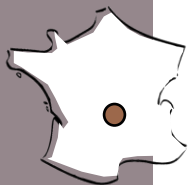
HEART NOTES: Jasmine, Orange Blossom, Coconut, Hazelnut Milk

BASE NOTES: Vanilla, Honey, Musk



## **ORGANIC HAZELNUT FROM AUVERGNE**

Its extract is known for its nourishing and antioxidant properties



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# BEAUTIST

## Nourishing Shampoo

With Organic Hazelnut  
from Auvergne

YUKA SCORE



86/100

An ally for dry to very dry hair, this sulfate-free shampoo releases a rich, creamy lather for a gentle and pleasant cleansing experience. It has an intense conditioning power and is ideal for hair that's repaired, nourished and easy to detangle.

100ML  
SB10214A31001

300ML  
SB10214A33001

**BACKBAR**

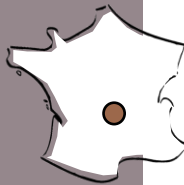
950ML  
SB10214B39501

3000ML  
SB10232B43001



### ORGANIC HAZELNUT FROM AUVERGNE

Known for its nourishing and antioxidant properties



### 18 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

ADDITIONAL BENEFICIAL ACTIVE  
INGREDIENT

**GLYCERIN** a plant-based moisturizing agent



### ECO-DESIGN

100% recycled and recyclable PET  
bottle.

Label printed with plant-based  
inks

Cold production

Made in France • Composed of **92%** natural-based ingredients •

**VEGAN\*** • Sulfate-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# BEAUTIST

## 2 In 1 Nourishing Balm

With Organic Hazelnut from Auvergne

This rich balm offers softness and repair for dry to very dry and damaged hair. Its dual use makes it possible to achieve the desired level of nutrition. It has a detangling effect and offers unparalleled softness for hair.

Depending on the level of nutrition required, use:

- As a detangling treatment after shampoo for light nutrition:  
Apply on washed and towel-dried hair.  
Rinse out thoroughly straight away.
- As a mask treatment for extra nutrition: Apply on washed and towel-dried hair. Detangle and leave on for 5 mins.  
Rinse thoroughly.

70ML

SB10208AA27001

250ML

SB10208A32501

BACKBAR

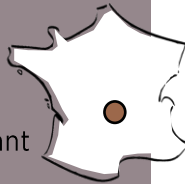
500ML

SB10208B35001



### ORGANIC HAZELNUT FROM AUVERGNE

Known for its nourishing and antioxidant properties



### 21 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**JOJOBA BUTTER** hydrating, plant-based

**SHEA BUTTER** softening and nourishing, plant-based



### ECO-DESIGN

100% recycled and recyclable PET jar.

Seal made from recycled aluminum  
Label printed with plant-based inks

Made in France • Composed of **97%** natural-based ingredients •

**VEGAN** \* • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# BEAUTIST

## Nourishing Concentrate

With Organic Hazelnut  
from Auvergne

A rich leave-in treatment to nourish and restore damaged lengths and ends. Its creamy texture quickly penetrates the hair fiber without weighing it down.

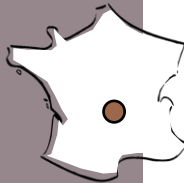
Take a small amount of cream. Warm it up in the palms of your hands and work through mid-lengths and ends. Use on dry or towel-dried hair. Leave in and style as usual.

100ML  
SB10218A31001



### ORGANIC HAZELNUT FROM AUVERGNE

Known for its nourishing and antioxidant properties



### 17 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS  
**COCOA BUTTER** nourishing and restorative, plant-based  
**CONDITIONING AGENT** plant-based (Rapeseed and Beet)



### ECO-DESIGN

100% recycled and recyclable PET bottle.  
Label printed with plant-based inks.



YUKA SCORE



100/100

Made in France • Composed of **97%** natural-based ingredients •  
**VEGAN** \* • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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Click on each product  
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# beautist



## AT HOME

### COLOR SHINE SHAMPOO

12ML Sachet / 100ML / 300ML

### COLOR SHINE MASK

70ML / 250ML

### SOFTNESS AND SHINE ELIXIR 50ML

## IN SALONS

### COLOR SHINE SHAMPOO 950 ML

### COLOR SHINE MASK 500ML / 3000ML

### SOFTNESS AND SHINE ELIXIR 50ML



Organic black Rose from France



## OLFACTORY SIGNATURE

Floral powdery musky

TOP NOTES: Rice powder, Grapefruit, Violet leaf

HEART NOTES: Lychee, Rose, Jasmine, Cherry leaf

BASE NOTES: Sandalwood, Musk, White Cedar



## ORGANIC BLACK ROSE FROM FRANCE

Its extract is known for its hydrating and antioxidant properties.



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# BEAUTIST

## Color Shine Shampoo

With Organic black Rose from France

This shampoo preserves the color and shine of color-treated hair thanks to its formula enriched with organic black Rose Extract, which is known for its antioxidant properties, Soybean Oil, and Vitamin E. Sulfate-free with a lightweight feel, you will be captivated by its sweet floral scent.

YUKA SCORE

86/100

100ML  
SB10209A31001

300ML  
SB10209A33001

**BACKBAR**  
950ML  
SB10209B34001

3000ML  
SB10230B43001



### ORGANIC BLACK ROSE FROM FRANCE

Its extract is known for its hydrating and antioxidant properties.



### 18 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**SOYBEAN OIL** anti-free radical, plant-based

**VITAMIN E** antioxidant, plant-based (Soybean)



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks

Cold production

Made in France • Composed of **93%** natural-based ingredients •

**VEGAN\*** • Sulfate-free

\*Free from ingredients of animal origin and animal-derived ingredients



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# BEAUTIST

## Color Shine Mask

With Organic black Rose from France

The ideal mask for maintaining colored or chemically-treated hair to regenerate the hair fiber, protect color and enhance shine.

Apply to washed and towel-dried hair.  
Leave on for 5 minutes. Rinse thoroughly.

YUKA SCORE



100/100

70ML  
SB10215A27001

BACKBAR

250ML  
SB10215A32501

500ML  
SB10215B35001



### ORGANIC BLACK ROSE FROM FRANCE

Its extract is known for its hydrating and antioxidant properties.



### 22 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**SOYBEAN OIL** anti-free radical, plant-based

**VITAMIN E** antioxidant, plant-based (Soybean)



### ECO-DESIGN

100% recycled and recyclable PET jar.

Seal made from recycled aluminum  
Label printed with plant-based inks

Made in France • Composed of **98%** natural-based ingredients •

**VEGAN\*** • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients



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# BEAUTIST

## Softness And Shine Elixir

With Organic black Rose  
from France

A genuine elixir, this hair oil reveals shine with a powdery non-greasy, non-stick feel to enhance color-treated hair without weighing it down. Its precious active ingredients enhance the hair's shine.

Warm up 3 to 6 drops of the elixir in your hands depending on the hair's thickness. Distribute through the lengths and ends on dry or wet hair.

50ML  
SB10216A25001



### ORGANIC BLACK ROSE FROM FRANCE

Its extract is known for its hydrating and antioxidant properties.



YUKA SCORE



100/100



### 13 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**SOYBEAN OIL** anti-free radical, plant-based  
**ROUCOU OIL** protects against UV rays, plant-based  
**VITAMIN E** antioxidant, plant-based (Soybean)



### ECO-DESIGN

Recyclable glass bottle, label printed with plant-based inks

Recyclable cardboard box, produced using 100% renewable energy and partly made from organic residues (Corn) and recycled fibers. FSC-certified and GMO-free. Plant-based inks.

Cold production

Made in France • Composed of **99%** natural-based ingredients •  
**VEGAN\*** • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# beautist



## **AT HOME**

**VOLUMIZING SHAMPOO**  
12ML Sachet / 100ML /  
300ML

**VOLUME SPRAY**  
200ML

## **IN SALONS**

**VOLUMIZING SHAMPOO**  
950ML / 3000ML

**VOLUME SPRAY**  
200ML



Organic Rice from Camargue



### **OLFACTORY SIGNATURE**

**Powdery floral, fruity, and woody**

TOP NOTES: Blackcurrant, Bergamot,  
Raspberry

HEART NOTES: Mimosa, Violet, Rose

BASE NOTES: Musk, Blond wood, Iris,  
Sandalwood, Vanilla



### **ORGANIC CAMARGUE RICE**

Its extract is known for its hydrating  
and volumizing properties.



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# BEAUTIST

## Volumizing shampoo

With Organic Rice from Camargue

Designed for fine hair and hair that lacks volume, this sulfate-free shampoo guarantees gentle cleansing for bouncy, supple hair.

Thanks to their natural capacity to retain moisture as well as their natural affinity with the hair's keratin, Rice Proteins are known for their volumizing and filmogenic (hydrating film) properties which make hair easier to style.

YUKA SCORE



93/100

300ML  
SB10212A33001

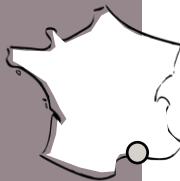
**BACKBAR**  
950ML  
SB10212B34001

**3000ML**  
SB10212B39501



### ORGANIC CAMARGUE RICE

Its extract is known for its hydrating and volumizing properties



### 16 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENT

**RICE PROTEINS** their natural capacity to retain moisture offers a volumizing effect and hydrating power, plant-based



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks

Cold production



Made in France • Composed of **93%** natural-based ingredients •

**VEGAN\*** • Sulfate-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# BEAUTIST

## Volume Spray

with Organic Camargue Rice

This volumizing spray takes hair to the next level. Enriched with rice protein, its formula smooths and boosts hair for maximum volume.

A few sprays on the roots and lengths are enough for instant va-va-voom.

This formula has a cumulative effect, adding extra body to flat, fine hair with every use.

Apply evenly to the roots and lengths on damp or dry hair. Style as usual. Leave-in treatment.

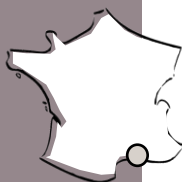
200 ML

SB10236A32001



### ORGANIC CAMARGUE RICE

Its extract is known for its hydrating and volumizing properties



### 16 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

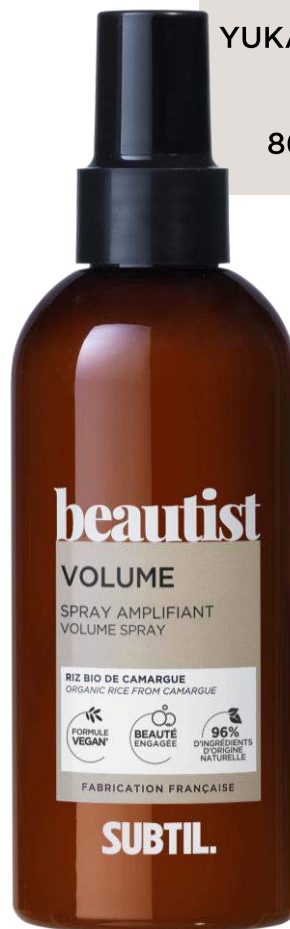
**RICE PROTEINS** their natural capacity to retain moisture offers a volumizing effect and hydrating power, plant-based  
**WATER LILY ROOT** a plant-based moisturizing agent  
**CORN STARCH** a bio-sourced polymer and styling aid that works to coat the hair fiber for body, volume and a smoother finish



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks



YUKA SCORE



86/100

Made in France • Composed of **96%** natural-based ingredients •

**VEGAN** \* • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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## **AT HOME**

**CURL SCULPTING  
SHAMPOO**  
12ML Sachet / 300ML

**CURL SCULPTING MASK**  
250ML

**CURL REVITALIZATION  
SPRAY**  
200ML

## **IN SALONS**

**CURL SCULPTING  
SHAMPOO**  
950ML / 3000ML

**CURL SCULPTING BALM**  
500ML

**CURL REVITALIZATION  
SPRAY**  
200ML



Organic Passion flower  
from Landes



## **OLFACTORY SIGNATURE**

**Floral lemony powdery**

TOP NOTES: Bergamot, Pear, Blackberry

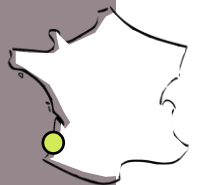
HEART NOTES: Clary Sage, Chamomile, Violet

BASE NOTES: Cedar, Musk



## **ORGANIC PASSION FLOWER FROM LANDES**

Its extract is known for its  
protective and hydrating  
properties.



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# BEAUTIST

## Curl Sculpting Shampoo

With Organic Passion flower  
from Landes

This shampoo with organic Passion Flower extract and moisturizing glycerin gently cleanses curly hair, leaving it nourished while taming and defining curls. Its formula is free from sulfates.

YUKA SCORE



86/100

300ML  
SB10222A33001

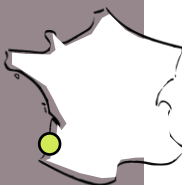
**BACKBAR**  
950ML  
SB10222B34001

**3000ML**  
SB10222B43001



### ORGANIC PASSION FLOWER FROM LANDES

Its extract is known for its protective and hydrating properties.



### 17 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

ADDITIONAL BENEFICIAL ACTIVE  
INGREDIENT

**GLYCERIN** a plant-based moisturizing agent



### ECO-DESIGN

100% recycled and recyclable PET  
bottle.

Label printed with plant-based  
inks

Cold production

Made in France • Composed of **92%** natural-based ingredients •  
**VEGAN\*** • Sulfate-free

\*Free from ingredients of animal origin and animal-derived ingredients

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# BEAUTIST

## Curl Sculpting Balm

With Organic Passion flower  
from Landes

A rich and nourishing treatment specifically developed for curly and wavy hair. Its formula, which integrates a 100% plant-based active ingredient derived from Corn with fixing and filmogenic properties, is ideal to control frizz, define curls and restore their bounce and hold.

Apply to washed and towel-dried hair.  
Leave on for 5 minutes. Rinse thoroughly.

250ML

SB10223A32501

BACKBAR

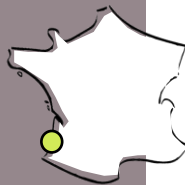
500ML

SB10223B35001



### ORGANIC PASSION FLOWER FROM LANDES

Its extract is known for its protective and hydrating properties.



### 21 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**HYDROLYZED CORN STARCH** a fixing and filmogenic agent, plant-based (Corn)

**JOJOBA BUTTER** hydrating, plant-based

**SHEA BUTTER** softening and nourishing, plant-based



### ECO-DESIGN

100% recycled and recyclable PET jar.

Seal made from recycled aluminum

Label printed with plant-based inks

Made in France • Composed of **97%** natural-based ingredients •

**VEGAN** \* • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients



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# BEAUTIST

## Curl Revitalization Spray

With Organic Passion flower  
from Landes

YUKA SCORE

●  
93/100

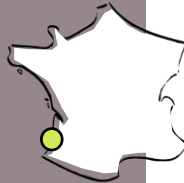
This leave-in treatment helps to redefine curls when you wake up. Its light water texture hydrates without weighing hair down. The presence of a fixing active ingredient derived from Corn makes this product a real plus for sculpting curls, ensuring better hold and optimal definition. Frizz is controlled, and curls are lastingly defined and protected from humidity.

200 ML  
SB10237A32001



### ORGANIC PASSION FLOWER FROM LANDES

Its extract is known for its protective and hydrating properties.



### 12 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**HYDROLYZED CORN STARCH** a fixing and filmogenic agent, plant-based (Corn)

**GLYCERIN** a plant-based moisturizing agent



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks

Cold production

Made in France • Composed of **97%** natural-based ingredients •  
**VEGAN\*** • Sulfate-free

\*Free from ingredients of animal origin and animal-derived ingredients

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## **AT HOME**

**SHAMPOO FOR OILY ROOTS  
AND DRY ENDS**  
300ML

## **IN SALONS**

**SHAMPOO FOR OILY ROOTS  
AND DRY ENDS**  
950ML



Organic Yuzu from Ardèche



## **OLFACTORY SIGNATURE** Fruity Oriental

TOP NOTES : Lemon, Pear  
HEART NOTES : Rose, Jasmine  
BASE NOTES : Coconut, Sandalwood



## **ORGANIC YUZU FROM ARDÈCHE**

Known for its astringent,  
antiseptic properties



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# BEAUTIST

## Shampoo for oily roots and dry ends

with organic Yuzu from Ardèche

For hair calling out for purity and hydration, this dual-action shampoo purifies the scalp while nourishing lengths.

Enriched with extract of Algae and organic Yuzu, this sebum-regulating formula purifies and provides oily scalps with a deep clean, leaving them lastingly balanced. Lengths and ends are rehydrated for softness, shine and a silky finish.

300ML

SB10246A33001

BACKBAR

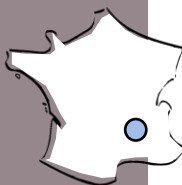
950ML

SB10246B29501



### ORGANIC YUZU FROM ARDÈCHE

Known for its astringent,  
antiseptic properties



### 21 ESSENTIAL INGREDIENTS FOR PERFORMANCE AND SENSORY APPEAL

#### ADDITIONAL BENEFICIAL ACTIVE INGREDIENTS

**MICRO-ALGAE** a natural ingredient that regulates sebum and purifies the scalp

**GENADVANCE REPAIR** a conditioning active ingredient to repair damaged hair and boost softness

**GLYCERIN** a plant-based moisturizing agent



### ECO-DESIGN

100% recycled and recyclable PET bottle.

Label printed with plant-based inks

Cold production



YUKA SCORE



72/100

Made in France • Composed of **93%** natural-based ingredients •

**VEGAN** \* • Silicone-free

\*Free from ingredients of animal origin and animal-derived ingredients

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natural • professional • sustainable



# SUBTIL.